



ASX Release

6 April 2016

migme partners with CricBattle to launch fantasy sports for IPL cricket

-
- New strategic partnership with leading fantasy sports platform CricBattle, ahead of the IPL 2016 season
 - Partnership enables migme to enhance the migme user experience, increase migme user engagement and share revenues from user activities
 - Exposure to migme's 32 million monthly active user base will accelerate CricBattle's growth
-

Global digital media company migme Limited (ASX: MIG) ("migme" or the "Company") is pleased to announce a new strategic partnership with leading fantasy sports platform CricBattle Inc. ("CricBattle"), to launch fantasy sports ahead of the 2016 Indian Premier League ("IPL") cricket season on the migme platform.

Founded in 2013, CricBattle is the only draft-based fantasy sport for cricket (similar to NFL fantasy) around the globe. CricBattle is the home of fantasy cricket, where they will be providing comprehensive fantasy products (draft, salary cap and prediction) to migme's platform (<http://migme.cricbattle.com>), driving enhanced user experience, engagement and the sharing of revenues from premium activities.

The key terms of the partnership involve a revenue-share between both parties. CricBattle will pay migme a revenue-share based on the total purchased value of migme credits generated from users through the migme mobile and web platform. In addition, migme will also receive a share of revenues generated via the IPL's partnering with media, leagues and sports companies to deliver paid league sponsorships, advertisements and white label products within the migme platform.

migme Limited CEO Steven Goh said: "Cricket is a global sport and we are excited to bring this fantasy game to our migme platform. Fantasy cricket provides more engagement for our users, where fans can enrich their experience by interacting with social and premium activities, helping to drive overall revenues."

CricBattle Founder and CEO Rakesh Desai said: "As we continue our mission to make CricBattle the home of fantasy cricket, we truly believe that migme's growing 32 million* monthly active user base will create tremendous opportunity for us to expand our player base across the region, in particular throughout India and South Asia."

CricBattle will be officially launched on the migme platform at the start of the IPL season on 9 April 2016. The IPL is broadcast around the world to approximately 182 million viewers** via TV networks, including ESPN, Sony, Astro, SuperSport, Sky Group and the Times Group.

To participate in CricBattle's fantasy competition for the IPL cricket, users on migme will be required to login to the CricBattle fantasy league using their migme login, where migme credits will be accepted as a form of payment for subscription or download fees, in-game transactions and other transactions within the migme platform. Both free and paid leagues will be offered on the migme platform.

migme is pleased to report that initial beta testing in India of the CricBattle fantasy sports for cricket on the migme platform generated significant enthusiasm and excitement.



migme member Farhangajra, 20 from Gujarat, described his first experience: "It's unbelievable and what a genius step by migme. Me and my friends enjoy playing CricBattle, even more so than watching the World Cup."

In 2016, India will be a key growth market for the Company. To facilitate this growth, in March migme signed a new partnership with one of the country's leading entertainment and sports agencies, Creative Artists Agency and also established a key strategic relationship with one of the world's leading photo and video mobile app. developers Meitu.

*Consistent with industry practice, Monthly Active Users are independently provided by Google Analytics and are a consolidation of the Company's traffic from web, mobile web, feature phones, Android and iPhone client usage for migme, Sold, LoveByte, alivenotdead and Hipwee.

** <http://trak.in/tags/business/2015/05/21/ipl-8-viewership-stats-top-advertisers>

Media Contact

Luke Forrestal
Cannings Purple
Mobile: (+61) 411 479 144
lforrestal@canningspurple.com.au

Investor Relations

Kyahn Williamson
Buchan Consulting
Phone: (+61) 3 9866 4722 or (+61) 401018828
kwilliamson@buchanwe.com.au

About migme Limited

migme Limited (ASX: MIG | WKN: A117AB) is a global digital media company focused on emerging markets. Social entertainment services are delivered through mobile apps migme and LoveByte, artist management website alivenotdead, social news site Hipwee and ecommerce services through Sold. The Company is listed and registered in Australia. Headquarters are in Singapore with offices in Malaysia, Indonesia, Taiwan and Hong Kong. For more information, please visit <http://company.mig.me>

About CricBattle Inc.

CricBattle Inc. is a leading fantasy sports website offering fantasy leagues for Cricket and Soccer. The offering by CricBattle of draft, salary cap and prediction fantasy on a single platform makes their platform the home of fantasy cricket users around the globe. CricBattle enables user participation in both free and paid fantasy leagues. Founded in the USA in 2013, CricBattle also has operations in India. For more information, please visit <http://www.CricBattle.com>